5

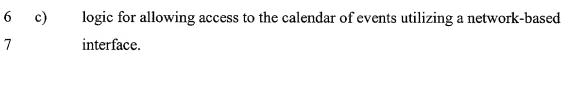
b)

CLAIMS

What is claimed is:

1	1.	A method for disseminating calendar information in a supply chain utilizing a
2		network, comprising:
3	a)	receiving data from a plurality of outlets of a supply chain utilizing a network, the
4		data relating to the sale of products by the outlets;
5	b)	generating a calendar of events; and
6	c)	allowing access to the calendar of events utilizing a network-based interface.
1	2.	The method of claim 1, wherein the calendar of events is generated based at least
2		in part on the data.
1	3.	The method of claim 1, wherein the calendar of events is generated based at least
2		in part on promotion planning.
1	4.	The method of claim 1, wherein the network includes the Internet.
1	5.	The method of claim 1, wherein the access to the calendar of events is restricted
2		to only a predetermined set of the outlets.
1	6.	The method of claim 5, wherein the restricted access is enforced utilizing
2		passwords.
1	7.	A system for disseminating calendar information in a supply chain utilizing a
2		network, comprising:
3	a)	logic for receiving data from a plurality of outlets of a supply chain utilizing a
4		network, the data relating to the sale of products by the outlets;

logic for generating a calendar of events; and



- 1 8. The system of claim 7, wherein the calendar of events is generated based at least in part on the data.
- 1 9. The system of claim 7, wherein the calendar of events is generated based at least in part on promotion planning.
- 1 10. The system of claim 7, wherein the network includes the Internet.
- 1 11. The system of claim 7, wherein the access to the calendar of events is restricted to only a predetermined set of the outlets.
- 1 12. The system of claim 11, wherein the restricted access is enforced utilizing passwords.
- 1 13. A computer program product for disseminating calendar information in a supply chain utilizing a network, comprising:
- a) computer code for receiving data from a plurality of outlets of a supply chain
 utilizing a network, the data relating to the sale of products by the outlets;
- 5 b) computer code for generating a calendar of events; and
- 6 c) computer code for allowing access to the calendar of events utilizing a network-7 based interface.
- 1 14. The computer program product of claim 13, wherein the calendar of events is generated based at least in part on the data.
- 1 15. The computer program product of claim 13, wherein the calendar of events is generated based at least in part on promotion planning.

- 1 16. The computer program product of claim 13, wherein the network includes the 2 Internet.
- 1 17. The computer program product of claim 13, wherein the access to the calendar of events is restricted to only a predetermined set of the outlets.
- 1 18. The computer program product of claim 17, wherein the restricted access is enforced utilizing passwords.